

**\$2000  
IN CASH  
FREE!**



**“Why Hesitate?”**

**NO ONE EVER WON BY  
WISHING! ENTER NOW!**

**GREAT \$5000.00**

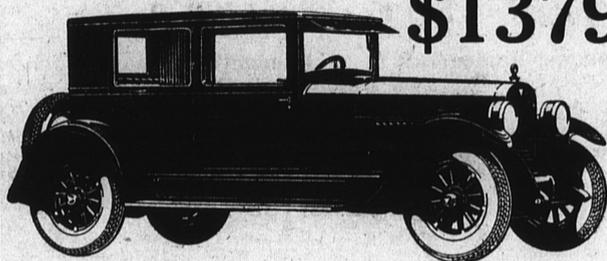
**GIFT DISTRIBUTION!**

**2 TWO 2  
AUTOMOBILES  
FREE!**

**Rules and Regulations**

- Any reputable man, woman or child is eligible to enter this election and compete for a prize. Nominations may be made at any time during the campaign.
- No employee or near consanguinity relative of any employee in the Herald and News office is eligible to enter this distribution. The Herald and News reserves the right to reject any nominations.
- The winners of the prizes will be decided by their accredited votes, said votes being represented by ballots issued according to the rules of the campaign.
- Candidates are not confined to their own particular town or community in which to secure votes and subscriptions, but may take orders anywhere in this section, or for that matter anywhere in the United States.
- Cash must accompany all orders where votes are desired. There will be no exception to this rule. Candidates will be allowed to collect subscriptions and renewals as well as entirely new subscriptions, and votes will be issued on both.
- Votes are free. It costs the subscribers nothing extra to vote for their favorite. Subscribers should ask for votes when paying their subscriptions.
- Votes cannot be purchased. Every cent accepted through the election department must represent subscriptions.
- Votes are not transferable. Candidates cannot withdraw in favor of another candidate. Should a candidate withdraw from the race his or her votes will be cancelled. Neither will it be permissible for candidates to give or transfer subscriptions to another candidate. Votes on such transferred subscriptions will be subject to disqualification at the direction of the management.
- Any collusion on the part of candidates to nullify competition or a combination arrangement or effort to the detriment of candidates of this newspaper will not be tolerated. Any candidate or candidates entering into or taking part in such an agreement, arrangement or effort will forfeit all rights to a prize or commission.
- Any ballot issued on subscriptions may be held in reserve and voted at the discretion of the candidate. The printed coupons appearing from week to week in this paper must be voted before the expiration date appearing thereon.
- In event of a tie for any one of the prizes, a prize identical in value will be given each tying contestant.
- No statement, assertion or promise, either verbal or written, made by any representative, solicitor, agent or candidate varying from the rules and regulations published through the columns of this newspaper will be recognized by the publishers or the campaign management.
- In case of typographical or other error, it is understood that neither the publisher nor the campaign manager shall be held responsible, except for the necessary correction upon the same.
- Every candidate is an authorized agent of The Herald and News, and as such may collect subscription payments from present as well as from new subscribers.
- It is distinctly understood and agreed that candidates will be held responsible for all moneys collected, and that they will remit such amounts in full at frequent intervals or on demand of the campaign department.
- There will be several big prizes awarded, besides a 20 per cent cash commission for all ACTIVE non-prize winners, but it is distinctly understood that in the event ANY candidate becomes inactive, failing to make a weekly cash report of at least one yearly subscription, he or she will, at the decision of the management, become disqualified and thereby forfeit all right to a prize or commission. No contestant securing a prize will be entitled to a commission.
- To insure absolute fairness in the awarding of prizes, the race will be brought to a close under a "sealed ballot box" system, and will be under the personal supervision of two or more judges selected from the advisory board. During the last week of the contest, the box—locked and sealed—will repose in the office of The Herald and News, where candidates and their friends will deposit their final votes. And not until the race has been declared closed will the seals be broken, the box unlocked and the judges begin the final count. In this way no one, not even the campaign manager, can possibly know the voting strength of the respective candidates, which precludes any possibility of favoritism and insures fairness to the minutest degree.
- The Herald and News reserves the right to amend or add to the rules of the campaign for the protection of both the contestants and the newspaper. The right is also reserved to add to or increase the list of prizes.
- Thirty thousand extra votes will be given on each new yearly subscription during the first period of the campaign; 20,000 votes will be given on each new yearly subscription during the second period; 10,000 extra votes will be given on each new yearly subscription during the third and final period.
- One hundred fifty thousand extra votes will be given to candidates turning in 3 yearly subscriptions during their first week.
- The Herald and News guarantees fair and impartial treatment to all candidates, but should any question arise the decision of the management will be absolute and final.
- Campaign opens today—closing June 21st.
- All extra vote certificates will be issued at the close of periods.
- In accepting nominations candidates agree to abide by the above conditions.

**FIRST GRAND CAPITAL PRIZE  
\$1379.00**



**HUDSON  
COACH  
PURCHASED FROM  
AND ON  
DISPLAY AT  
ZELLER-STILES  
MOTOR CO.,  
REDONDO**

**The Plan in Brief**

The object of the big distribution is two-fold: primarily to increase the already large subscription list of The Herald and News, to collect arrearages and advance subscription payments from present or new subscribers, and at the same time afford our friends and readers an unparalleled opportunity to profit and in a big way, through their spare time during the next few weeks. So it is a plan that works both ways, and to the ultimate good of all concerned.

In order to gain this end quickly and advantageously, the most valuable and attractive list of prizes ever offered by a local newspaper in this section of the country has been made ready for distribution among those who participate most heartily.

Ambition and energy are the only requisites for success. The plan adopted is the fairest and most impartial conceivable. There will be no "double vote" offers, extra votes given, or any other vote inducement whatsoever inaugurated during this competition. Neither will there be any long term subscriptions accepted. The plan of the campaign is straightforward and simple, and is fully outlined in this announcement.

Let it be understood at the very outset that this is not a "beauty" or "popularity" contest, but a strictly legitimate, competitive proposition for enterprising men and women, and boys and girls, and one in which no element of chance enters. One feature of this competition is the fact that there will be no losers in this race.

**HOW TO ENTER  
THE ELECTION**

The first step in order to become a candidate and compete for a prize, is to clip the nominating coupon appearing below, fill in your name and address, and mail or deliver to the Campaign Department of The Herald and News. This coupon entitles you or the person whom you might nominate to 5000 FREE votes. These votes are given you as a starter, and speed you on your way to win. Only one such nomination coupon will be accepted for each candidate entered.

**HOW VOTES ARE SECURED**

The next step is to call on or write the Campaign Department for a free working outfit, consisting of an official receipt book, sample copies of The Herald and News, and other information relative to launching an active campaign.

Thus equipped, you have but to go to your friends and neighbors, relatives and acquaintances, and have them clip the free coupons from their papers, and pay up a subscription to The Herald and News through you. THAT'S ALL THERE IS TO IT. However, you will never win anything unless you make the start; and while it will not be a very difficult matter to capture one of the big prizes, nevertheless it is necessary that you start early. You must plan out your campaign the same as any successful business man plans out his work for a season. Above everything else, let no one discourage you, but stick to it and finish. Anything worth having is worth striving for. A few short weeks and you may be riding in your own automobile.

It takes votes to win, and votes are secured in two ways: First, by clipping the coupons appearing in The Herald and News. Start gathering them NOW. After a short time these coupons will be reduced to a lesser number of votes. The only restriction placed on voting coupons is that they must be deposited at the Campaign Department of The Herald and News on or before the expiration date printed thereon. Get your friends to saving these coupons for you—they all count. The other and faster way to get votes is by securing new and renewal subscriptions to The Herald and News. On each subscription turned in a certain number of votes is given, varying according to the amount paid and during which "period" same are received at the Campaign Department. See schedule of votes elsewhere. So you see, the more subscriptions you can get, the better your chances are to secure one of the capital prizes.

**EARLY START MEANS EASY FINISH**

The advantages of an early start are manifest. Not only do you have the FULL TIME in which to secure the winning votes, but now and up to and including June 21st you will receive the maximum schedule of votes and subscriptions. Then, too, the first in the field will undoubtedly get the "cream" of votes and subscriptions, while those who put off entering until a later date will have to take what is left.

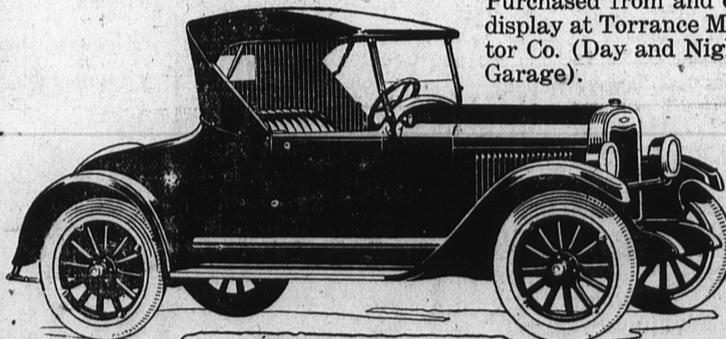
Don't lose valuable time waiting to "see what the other fellow is going to do," but pitch right in and show the "other fellow" how to do it.

- FIRST GRAND CAPITAL PRIZE—\$1379.00**  
Hudson Coach, Purchased and on display Zeller and Stiles, Redondo, Calif.
- SECOND GRAND CAPITAL PRIZE—\$743.00**  
Chevrolet Sport Roadster, Purchased and on display Torrance Motor Co. (Day and Night Garage), Torrance, Calif.
- THIRD GRAND CAPITAL PRIZE—\$310.00**  
Brunswick Console Model Phonograph, Purchased and on display The Gardner Music Co., Torrance, Calif.
- FIRST DISTRICT PRIZE—Two \$136.00 Atwater Kent 5-Tube compact model Radio Sets, Purchased and on display DeBra Radio Store, 2175 Cravens Ave., Torrance, Calif.**
- SECOND DISTRICT PRIZE—Two \$100.00 Diamond Rings, Purchased and on display Howard's Jewelry Store, 1503 Cabrillo Ave., Torrance, Calif.**
- THIRD DISTRICT PRIZE—Two \$50.00 Gold Watches, Purchased and on display Baker Smith's Jewelry Store, 1911 Carson St., Torrance, Calif.**
- 20% CASH COMMISSION TO ALL NON-PRIZE WINNERS.**

All it takes to start you in this liberal offer is the little coupon below. Fill it in, bring it or mail to Torrance Herald and Lomita News, Torrance, Calif.

**Second Grand Capital Prize  
CHEVROLET SPORTROADSTER, 743.00**

Purchased from and on display at Torrance Motor Co. (Day and Night Garage).



**NO RED TAPE**

Study the vote schedule reproduced below. It tells you the exact number of votes that will be issued during the three "periods" that are in effect during the campaign. This schedule will strictly be adhered to and there will POSITIVELY be no revision whatever. This scale will give you an idea of the vote arrangement, the price of subscriptions for one or more years, and most important of all it will show you that there is nothing to be gained by watching and waiting. More votes are given during the first period ending May 26th THAN AT ANY OTHER TIME DURING THE CAMPAIGN.

**Schedule of Rates and Subscription Prices of  
THE TORRANCE HERALD**

FIRST PERIOD Up to May 26	SECOND PERIOD May 27th to June 9th	THIRD PERIOD June 10th to June 21st
1 yr. \$ 2.00..... 6,000	1 yr. \$ 2.00..... 4,500	1 yr. \$ 2.00..... 3,500
2 yrs. 4.00..... 18,000	2 yrs. 4.00..... 13,000	2 yrs. 4.00..... 10,000
3 yrs. 6.00..... 45,000	3 yrs. 6.00..... 37,500	3 yrs. 6.00..... 25,000
4 yrs. 8.00..... 90,000	4 yrs. 8.00..... 72,500	4 yrs. 8.00..... 60,000
5 yrs. 10.00..... 150,000	5 yrs. 10.00..... 125,000	5 yrs. 10.00..... 100,000
10 yrs. 20.00..... 400,000	10 yrs. 20.00..... 300,000	10 yrs. 20.00..... 225,000

A special extra vote ballot good for 100,000 votes will be issued on every club of \$24.00 worth of subscriptions turned in. No subscription will be accepted by The Herald and News for more than ten years. The Herald and News by mail outside the County of Los Angeles is \$8.00 per year. Foreign countries, \$6.00 per year. During the first period 30,000 extra votes will be given with every new yearly subscription turned in, 20,000 extra votes during the second period, 10,000 during the third and final period.

**Vital! Realize Early the Full Significance of  
This Coupon—We'll Gladly Explain It to  
You. Clip It Out and Bring to Campaign  
Office.**

**Opportunity Coupon  
150,000 EXTRA VOTES**

This coupon, when accompanied with three yearly subscriptions, entitles the contestant to 150,000 Votes if turned in during the First Week of their entry.

Name of Subscriber.....  
Name of Subscriber.....  
Name of Subscriber.....  
Contestant.....



Nomination Blank in the Herald and News "Everybody Wins" Campaign

I hereby enter and cast 5000 votes for Miss (Mr. or Mrs.).....

Address..... Phone.....

As a candidate in the Herald and News "Everybody Wins" Distribution.

NOTE—Only one nomination blank accepted for each candidate nominated.